

**WHAT IS CLAIMED IS:**

1           1.    A method of doing business, comprising:

2                    providing a public-facility electronic ticket control  
3   system for communicating with virtual ticket devices through  
4   public-facility access points, the virtual ticket devices for  
5   storing virtual tickets;

6                    detecting when a virtual ticket device has entered the  
7   public-facility area; and

8                    transmitting a message from the electronic ticket control  
9   system to the virtual ticket device, the message containing  
10   information relating to goods available for sale at the public  
11   facility which relate to an event at the public facility.

1           2.    The method of doing business of claim 1, further

2   comprising the step of receiving in the electronic ticket control  
3   system a responsive message relating to goods available for sale at  
4   the public facility.

1           3.    The method of doing business of claim 2, further

2   comprising the step of concluding a sale of goods and collecting  
3   the sale price of the goods.

1 4. The method of doing business of claim 3, further  
2 comprising the step of delivering the purchased goods to the  
3 virtual ticket device user.

1 5. The method of doing business of claim 4, wherein the  
2 delivery of goods is at a specific location in the public facility  
3 where the virtual ticket device is located at the time of delivery.

1 6. The method of doing business of claim 5, wherein the  
2 electronic ticket control system includes a virtual ticket device  
3 locator program that determines the specific location within the  
4 public facility where the goods should be delivered.

1 7. The method of doing business of claim 3, further  
2 comprising the step of storing information related to the concluded  
3 sale in a database.

1 8. The method of doing business of claim 7, wherein the  
2 content of the message containing information relating to goods  
3 available for sale is determined at least in part by information in  
4 the database relating to at least one previously concluded sale.

1 9. The method of doing business of claim 8, wherein the  
2 information in the database relates to at least one sale previously  
3 concluded through the virtual ticket device.

1 10. The method of doing business of claim 1, wherein the  
2 content of the message containing information relating to goods  
3 available for sale is determined at least in part by the admission  
4 privileges associated with an electronic ticket stored on the  
5 virtual ticket device.

1 11. The method of doing business of claim 1, wherein the  
2 electronic ticket control system includes a downloadable user-  
3 interface program.

1 12. The method of doing business of claim 1, further  
2 comprising the step of sending an image representing goods for sale  
3 at the public facility to the virtual ticket device.

1 13. A system for selling goods to virtual ticket device users  
2 in a public facility, comprising:

3 an electronic ticket control system;

4 at least one access point through which the electronic  
5 ticket control system may communicate with a virtual ticket device;

6 a sales database containing information relating to goods

7 for sale at the public facility which relate to an event at the  
8 public facility;

9 a processor in communication with the sales database  
10 containing goods-related information for sending to a virtual  
11 ticket device through the at least one access point.

1 14. The system of claim 13, further comprising a sales  
2 control program for directing the processor to generate a goods-  
3 related message for transmission.

1 15. The system of claim 13 further comprising a virtual  
2 ticket device locator program for determining the specific location  
3 of a virtual ticket device in the public facility.

1 16. The system of claim 13, further comprising a downloadable  
2 user-interface program for downloading to a virtual ticket device  
3 and subsequent use in connection with the purchase of public-  
4 facility goods.

1 17. The system of claim 13, further comprising an image file  
2 database containing electronic image data relating to public  
3 facility goods for transmitting to a virtual ticket device.

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2 18. A method of doing business, comprising:  
3 providing a public-facility electronic ticket control  
4 system for communicating with virtual ticket devices through  
5 public-facility access points, the virtual ticket devices for  
6 storing virtual tickets;  
7 detecting when a virtual ticket device has entered the  
8 public-facility area; and  
9 transmitting a message from the electronic ticket control  
10 system to the virtual ticket device, the message containing  
11 information relating to goods available for sale at the public  
12 facility which relate to an event at the public facility, and  
13 wherein the step of transmitting a message transmits a message in  
14 response to an occurrence at the event and the goods offered for  
15 sale are specifically related to the occurrence.